



The "PASADENA"

ONE of those blue-and-gold days which are California has been imprisoned for all time in the PASADENA design, which LENOX, INC., presents as a typically American pattern in both coloring and motif.

For California is blue-and-gold, and so the artist has caught cerulean sky and golden sun and made them sparkle from a plate the beauty of which will be recognized quite as generously in any portion of this great country as on Orange Grove Avenue itself, in Pasadena.

Pasadena gives its name and California its colors to this attractive product of the LENOX factories, but its appeal is universal—wherever men and women love the refinements of life and the artistic creations of those who work amid beauty; wherever culture is in the ascendant and human beings are concerned, not merely with what they eat, but how they eat and where.

More and more the art of dispensing everyday hospitality is becoming identified with perfect dinner appointments. Time was when the average family possessed a set of "company china," which was preserved for state occasions with all the caution that characterizes the preservation of a museum mummy. It was relegated to a closet until summoned forth for some elaborate event in family history or the social program.

Today, however, the modern hostess entertains too frequently, too intimately, to place dependence upon some antiquated dinner service handed down in the family like an heirloom. Instead, she wants an ultra-modern setting for her hospitality, such as may be found in the proud possession of a LENOX set, made to be used with the frequency of ordinary dinnerware but designed to meet the exacting needs of cultured people who cannot live adequately without striving for beauty in the home.

The PASADENA meets such a need completely. It is brilliant with conventionalized California fruit and flowers, executed in hand-raised enamel with a basket motif of blue and yellow on the rim of the plate, while the center is left a pure expanse of the lovely ivory china, which never loses its charm. Such a set, used with Sterling or "Sheffield plate" for formal dinners or afternoon tea, adds a touch of modernity and artistic value to any home.



Articles Made in the Pasadena Decoration

PLATES Inches No.		COMPORTS	
Ser. or Din. (flat rim)	10½ 1830		No.
Entree	8 2020	Round Footed, Low.	1123
B'kfast or Salad "	7 2021	" " Tall	1124
Tea or Dessert "	6 2022		
Bread & Butter "	5½ 2023		
Rim Soup (flat rim)	8 2027	TEA and COFFEE SETS	
" " " "	7 2024	Coffee Pot	741
" " " "	6 2025	Teapot.	742
" " " "	5½ 2026	Sugar	743
		Cream	744
CUPS and SAUCERS			
A. D. Coffee Cup & Saucer	1306	TRAYS	
Bouillon Cup & Saucer (ftd.)	1620	Sandwich Tray, Large	1004
B'kfast Cof. Cup & Sau.(ftd.)	2040	" " Small	1005
Cream Soup & Saucer	1934		
Teacup & Saucer (ftd.)	1620		

This is a complete list of articles made in the Pasadena decoration

LENOX CHINA



LENOX

PASADENA



Pasadena. A-303
Design Patented
Decoration in hand-raised enamels



The "TREMONT"

THE beauty and originality of the new Tremont pattern are difficult to describe adequately. It is one of the most colorful designs Lenox has ever produced; indeed, none has ever before become so instantly popular. Nor is the reason far to seek. The Tremont is a brilliant thing of blue and buff and ivory. The blue dominates the rich, deep border, striped in self-tones and broken at regular intervals by buff panels displaying raised enamel fruits; while the whole is given sparkling contrast by the ivory body of the true Lenox ware. A gay little garland of tiny raised flowers encircles the inner edge of the border and beneath each buff panel is festooned a graceful wreath of buds and blossoms entwined in green leaves. The effect is one of piquancy and freshness. Each piece of the Tremont is a picture in itself, an individual creation of art to lend distinction to any home. The attractiveness of this design increases with acquaintanceship. In this characteristic it shares with all other really artistic efforts the invaluable quality of permanency.



Articles Made in the Tremont Decoration

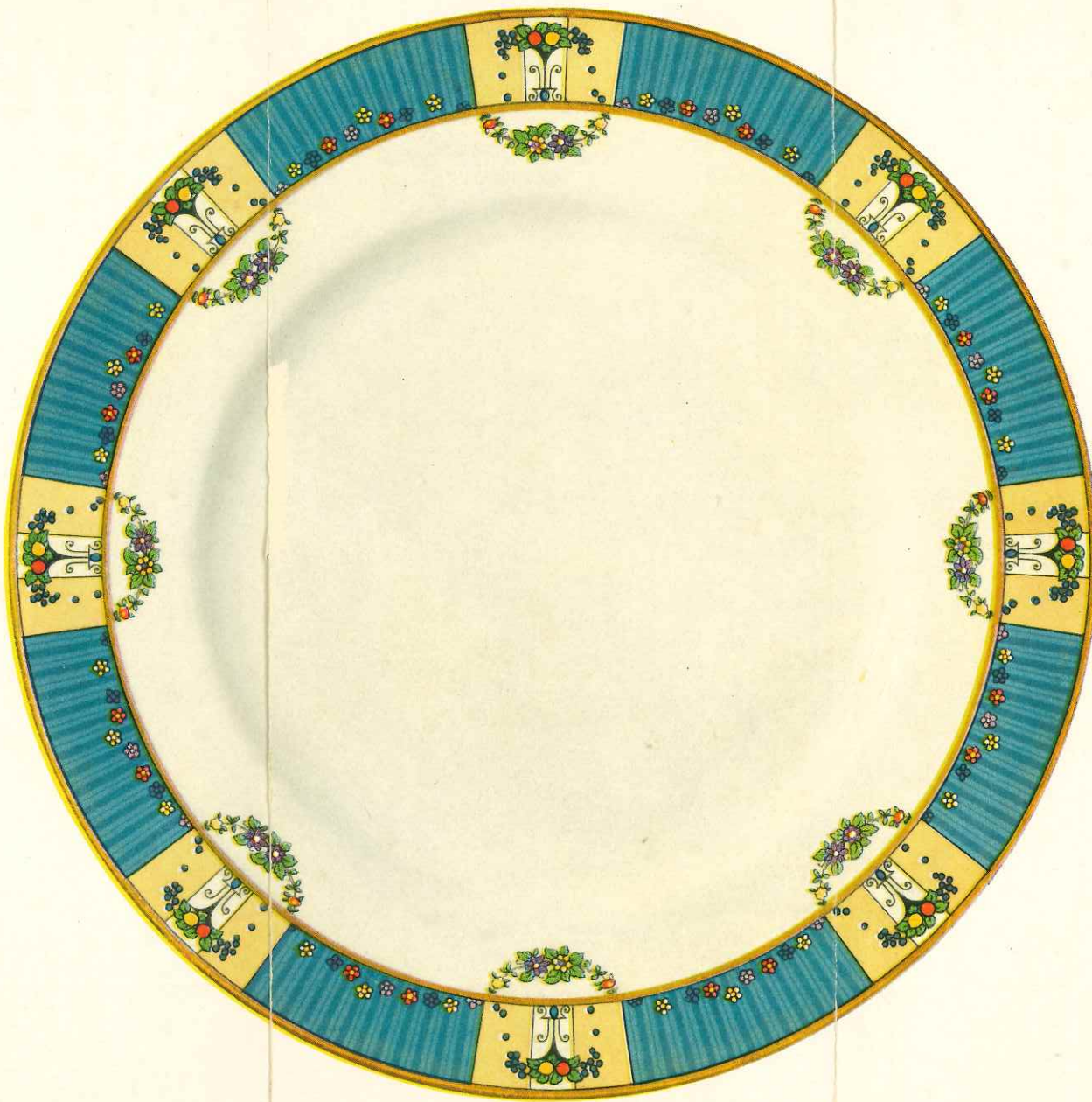
PLATES		MISCELLANEOUS	
Inches	No.		No.
Service (flat rim) . . . 11	1326	Baked Apple Dish	784
Service or Dinner (flat rim) . . . 1830		Bon Bon Covered, Large . . .	514
Entree 8		" " " Small	1425
Breakfast or Salad . . . 7		Butter Tub	1096
Tea or Dessert . . . 6		Cheese and Cracker Dish . . .	1396
Bread and Butter . . . 5½		Jam Jar	830
" " " " . . . 5		Plate for above	820
Rim Soups 8		Luncheon Plate, 7 in.	1684
" " " " . . . 7		Teacup for above	1620
" " " " . . . 6		Luncheon Plate, 6 in.	1755
" " " " . . . 5		Teacup for above	1305
Coupe Soups 7	1641	Mayonnaise Bowl	779
CUPS and SAUCERS		" " " "	784
A. D. Coffee Cups & Saucers . . .	1306	Plate for above	1180
Bouillon Cups & Saucers (ftd.) . .	1620	Ramekin	1221
" " " " . . . 1305		Plate for above	820
Breakfast Coffee & Saucer . . .	1304	Relish Dish	1096
" " " " (ftd.) . . . 2040		" " " "	2013
Cream Soup and Saucer . . . 1934		Vase	490
Teacup and Saucer . . . 1305		" " " "	554
" " " " (ftd.) . . . 1620		PITCHERS	
BAKERS		Hot Milk, Small	568
Baker, 9 in.	1104	Milk Pitcher	1074
" 10 in.	1105	" " " "	1075
BOATS		PLATTERS	
Gravy Boat, Single	1116	10 in., 12 in., 14 in.,	
Stand for above	1118	16 in., 18 in., 20 in.	
Sauce Tureen, Fast Stand . . .	1937	Fruit Saucers	940
Gravy Boat, Fast Stand . . .	1938	Cereal Saucers	1294
" " " " . . . 1939		TEA and COFFEE SETS	
" " " " . . . 1998		Coffee Pot	741
BOWLS		Teapot	742
Salad Bowl	586	Sugar	743
" " " "	1247	Cream	744
Colonial Bowl, Large	1438	Coffee Pot	1690½
Salad Bowl	1929	Teapot	1690
" " " "	1929½	Sugar	1691
COMPORTS		Cream	1692
Round Footed, Low	1123	Coffee Pot	1960
" " Tall	1124	Teapot	1961
" " " "	1397	Sugar	1962
Covered Dish, Oval	1111	Cream	1963
" " Round	1112½	TRAYS	
		Cake Plate, Round	954
		" " " "	957
		Cake Plate, Square	1139
		Sandwich Tray, Large	1004
		" " Small	1005
		Celery Tray	2013
		Chop, 12 in.	
		" 14 in.	

LENOX CHINA



LENOX

TREMONT



Tremont. X-100
Design Patented
Decoration in hand-raised enamels

The "MANDARIN"

THERE are some words which seem inherently beautiful in sound and romantic in meaning. Such a word is "Mandarin." Does not the very mention of it picture to the mind one of those stately figures in sumptuous robes inseparably associated with thoughts of high office in China? "Mandarin," to most of us, surely means an exalted dignitary of the Flowery Kingdom, invested with great authority and wealth and surrounded by a retinue of servants. We sense at once the atmosphere of mystery and occultism of the ancient East, where art and culture flourished long before Marco Polo brought back to Europe his native stories of Far Cathay. What more appropriate title, then, could the Lenox designer have conceived for this hauntingly beautiful creation of ivory, white and gold, delicately ornamented with raised enamel flowers, which is presented to the discriminating under the name of "Mandarin"? It is suggestive of the Celestial Kingdom itself, with its rich ivory rim, gold borders and vagrant sprigs of daintily hued blossoms escaping from their blue vases. The decorative motif, sensitively showing in color and design the age-old art of China, brings to the modern household a touch of classic grace and loveliness which renews rather than loses its irresistible appeal with use.

The Mandarin Decoration

Dinner Plates	10½ in.	1830	\$74.00	dozen
Entree "	8 in.		65.50	"
Salad "	7 in.		56.50	"
Tea or Dessert Plates	6 in.		48.50	"
Bread and Butter "	5½ in.		42.50	"
Soup Plates	8 in.		65.50	"
" "	7 in.		56.50	"
" "	6 in.		48.50	"
" "	5 in.		42.50	"
Coupe Soups	7 in.	1641	56.50	"
Cereal Saucers		1294	48.50	"
Fruit "		940	42.50	"
Teacups and Saucers (Plain)		1305	74.00	dozen
" " " (Footed)		1620	79.00	"
A.D. Cups and Saucers (Plain)		1306	72.00	"
" " " " (Footed)		633D	75.00	"
Breakfast Coffee Cups and Saucers (Plain)		1304	79.00	"
Breakfast Coffee Cups and Saucers (Footed)		2040	84.00	"
Bouillon Cups and Saucers (Plain)		1305	79.00	"
" " " " (Footed)		633	84.00	"
Cream Soup Cups and Saucers		1934	107.00	"
Platter	10 in.		11.20	each
"	12 in.		13.50	"
"	14 in.		17.40	"
"	16 in.		21.00	"
Chop Dish (Round)	12 in.		13.50	"
" " "	14 in.		17.40	"
Oval Covered Dish		1111	30.40	each
Round " "		1112½	29.20	"
Baker	9 in.	1104	10.80	"
"	10 in.	1105	11.30	"
Gravy Boat with Stand Attached		1938	20.05	"
Sauce Tureen " " "		1937	28.75	"
Coffee Pot (Plain)		1960	12.50	each
Teapot (Plain)		1961	12.50	"
Sugar "		1962	11.40	"
Cream "		1963	7.50	"
Coffee Pot (Footed)		741	18.00	"
Teapot (Footed)		742	18.00	"
Sugar "		743	13.00	"
Cream "		744	8.50	"
Cake Plate (Round)		954	12.00	each
" " (Square)		1139	11.50	"
Salad or Berry Bowl (Handled)		586	14.50	"
Covered Muffin	8 in.	1126	14.50	"
Covered Jug (Medium)		567	10.70	"
Pitcher "		1039	14.00	"
Double Egg Cups		1121	47.00	dozen
Ramekins		1221	69.00	dozen
Plates for above		820		

LENOX CHINA



LENOX

MANDARIN



Mandarin. P-1

Decoration in
hand-raised enamels

The "RENAISSANCE"

NOTHING is more essential to the cultivation of "the art of gracious living" than fine tableware. America is definitely passing from the age of commerce to the age of culture. The urge of the intelligent is no longer to make the most money but to make the most of money; to render it the agency for a richer and more satisfying existence.

LENOX is endeavoring to do its share in bringing about a higher appreciation of finer things by offering china that will meet the tastes and needs of the most discriminating hostess. The LENOX appeal is solely to those who love art and the things that feed spirit as well as body—yet well within the reach of people of moderate means.

To the hostess who delights in perfect dinner appointments and finds in the possession of beautiful china a deep sense of individual satisfaction which increases with its constant use, LENOX offers nothing with more pride and assurance than the RENAISSANCE.

It is a highly decorative design, classical in treatment and brilliant in hues. Clustered grapes, interspersed with bright touches of flowers and fruits, festoon the border of the dinner plate and bring to mind the sunny, vine-clad hills of Italy. The background is a delicate cream between scalloped borders. The ornamentation is sumptuous and vivid but achieved with a harmony of coloring that spells elegance.

It is a pattern wonderfully appropriate to the rich dark oak or walnut of Jacobean and Elizabethan furniture, or the long, artistic Mediterranean tables of Italy and Spain.

LENOX presents it as a tribute to the renaissance of American hospitality, without which the "art of gracious living" is but an empty phrase.

Articles Made in the Renaissance (C-301)

Decoration

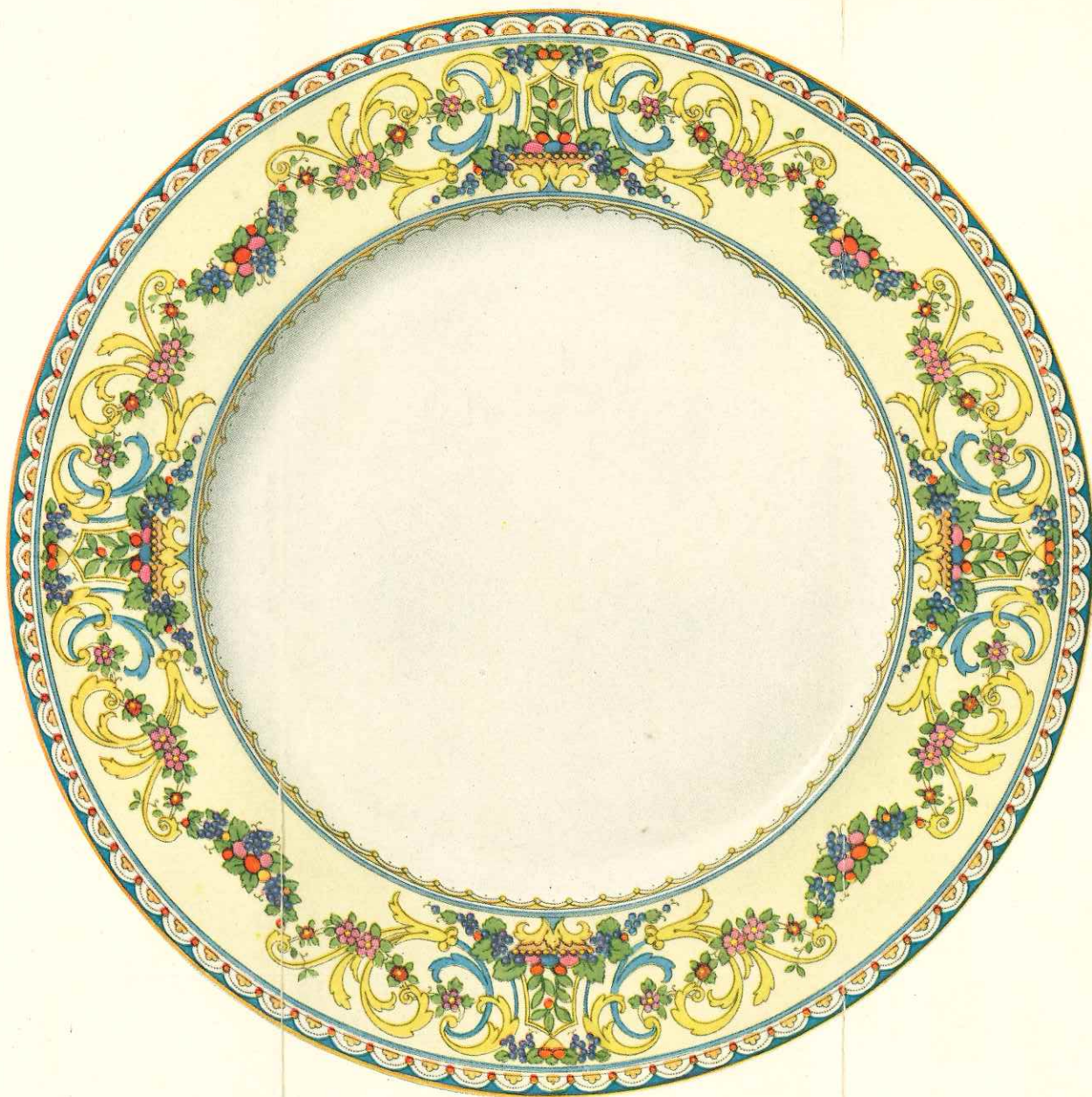
Dinner Plates	1830	\$64.00 dozen
Entree " 8 in.	2020	57.00 "
Salad " 7 in.	2021	50.50 "
Tea or Dessert Plates 6 in.	2022	41.50 "
Bread and Butter " 5½ in.	2023	35.50 "
Soup Plates 8 in.	2027	57.00 "
" " 7 in.	2024	50.50 "
" " 6 in.	2025	41.50 "
" " 5½ in.	2026	35.50 "
Teacups and Saucers (Plain) . . .	1305	64.00 dozen
" " " (Footed) . .	1620	69.00 "
A. D. Cups and Saucers (Plain) .	1306	62.00 "
Breakfast Coffee Cups and Saucers (Footed)	2040	74.00 "
Bouillon Cups and Saucers (Plain)	1305	69.00 "
" " " " (Footed)	1620	74.00 "
Cream Soup Cups and Saucers . .	1934	94.50 "
Coffee Pot (Plain)	1960	11.00 each
Teapot "	1961	11.00 "
Sugar "	1962	9.90 "
Cream "	1963	6.50 "
Sandwich Tray (Large)	1004	10.00 each
" " (Small)	1005	8.00 "
Comport (Tall)	1224	9.70 each
" (Low)	1123	9.20 "

LENOX CHINA



LENOX

RENAISSANCE



Renaissance
DECORATION C-301
Design Patented



The "FOUNTAIN"

THE FOUNTAIN pattern, the newest Lenox creation, is an offspring of the free, wholesome, untrammelled spirit of modern art as revealed at the International Exposition of Decorative and Industrial Arts, held in Paris in the summer of 1925. It is new in all that the term implies—new in influence, new in treatment, new in significance and inspiration.

One critic has said that the great French exposition has given us "a spectacle of prophetic fantasy." The phrase is a graphic one, expressing the very essence of modern art. "For a long time," says the same observer, "we have enjoyed our age in terms of the past. But now comes a fresh joy in almost all the things that have hitherto been avoided."

In order to understand properly the things for which this beautiful, new Lenox design stands, the fact must be appreciated that the Exposition des Arts Decoratifs established a new style to take its place with those of the historic periods. It marked the coming of a new age of decoration, in that it set up entirely new standards, not the mere perfecting or adapting of the old. It created a definite break with the past.

Modern art ruled the exhibition. It was glorified and exalted. All forms of "period influence" were debarred. The virile, pulsating spirit of the Twentieth Century was abroad in Paris; not the ghosts of dead ages, seeking to lay their chilling hands upon youth and life and mold new thought, new design, new freedom into the familiar straitjackets of bygone periods.

Dominating this international event which has made history in the realm of art, were the creations of Edgar Brandt, foremost ironmaster of France. Wherever his work appeared the genius of an artist who has dared to break with the past was apparent. His wrought-iron creations were universally acknowledged to be among the outstanding artistic triumphs of the exposition. His fountain motif, in particular, was one of his crowning achievements. It is especially adaptable to ceramic design. Lenox, in its Fountain pattern, has caught the spirit of modern art and produced in delicate tracery and color a creation which is destined to establish new standards in American industrial art. In *The Fountain* there is complete freedom from any imitative influence of other periods. Lenox constantly seeks to interpret the modern decorative spirit, and ranks as one of the first American firms to express the ultra-modern note. The grace and daintiness of this fresh contribution to new ceramic standards will enchant those who are young with the Twentieth Century and believe that today, the world of art as well as the world of science, invention and letters, is capable of laying aside the past and establishing its own styles and gauges of beauty. *The Fountain* pattern may well be said to be "prophetic fantasy" realized.



The Fountain Decoration

Dinner Plates	1830	\$56.00 dozen
Entree "	8 in.	49.00 "
Salad "	7 in.	43.50 "
Tea or Dessert Plates	6 in.	35.50 "
Bread and Butter "	5½ in.	30.50 "
Soup Plates	8 in.	49.00 "
" "	7 in.	43.50 "
" "	6 in.	35.50 "
" "	5 in.	30.50 "
Coupe Soups	7 in.	1641 43.50 "
Cereal Saucers	1294	35.50 dozen
Fruit "	940	30.50 "
Teacups and Saucers (Plain)	1305	56.00 dozen
" " " (Footed)	1620	61.00 "
A. D. Cups and Saucers (Plain)	1306	54.00 "
" " " (Footed)	633D	57.00 "
Breakfast Coffee Cups and Saucers (Plain)	1304	61.00 "
Breakfast Coffee Cups and Saucers (Footed)	2040	66.00 dozen
Bouillon Cups and Saucers (Plain)	1305	61.00 "
" " " (Footed)	1620	66.00 "
Cream Soup Cups and Saucers	1934	84.50 "
Platter	10 in.	9.40 each
" "	12 in.	10.80 "
" "	14 in.	13.80 "
" "	16 in.	16.50 "
Chop Dish (Round)	12 in.	10.80 "
" " "	14 in.	13.80 "
Oval Covered Dish	1111	23.20 each
Round " "	1112½	22.00 "
Baker	9 in.	1104 8.10 "
" "	10 in.	1105 8.60 "
Gravy Boat with Stand Attached	1938	15.55 "
Sauce Tureen " " "	1937	22.45 "
Coffee Pot (Plain)	1960	9.80 each
Teapot (Plain)	1961	9.80 "
Sugar "	1962	8.70 "
Cream "	1963	5.70 "
Coffee Pot (Footed)	741	14.40 "
Teapot (Footed)	742	14.40 "
Sugar "	743	10.30 "
Cream "	744	6.70 "
Cake Plate (Round)	954	9.30 each
" " (Square)	1139	8.80 "
Salad or Berry Bowl (Handled)	586	10.90 "
Covered Muffin	8 in.	1126 10.90 "
Covered Jug (Medium)	567	8.20 "
Pitcher "	1039	10.40 "
Double Egg Cups	1121	34.40 dozen
Ramekins	1221	51.40 dozen
Plates for above	820	

LENOX CHINA



LENOX

FOUNTAIN



Fountain. A-300
 Design Patented
 Decoration in hand-raised enamels



"MING"

ONLY within the present generation has the Occidental mind roused itself to an adequate appreciation of the beautiful in form and color in the art of the Far East.

For centuries the Chinese have maintained a characteristic and distinctive decorative art. It had reached a high state of development long before Columbus ever dreamed of a shorter route to the Continent.

At the beginning of the fourteenth century the Ming dynasty came into power in the Flowery Kingdom. Establishing its capital at Nanking, it entered upon a reign of peace and prosperity which lasted for over three centuries, during which time commerce and the arts reached a high state of development, and many of the marvelous products of those days are still in existence.

It is not surprising, therefore, that the artists of the Lenox Pottery should have derived inspiration from the Chinese for the production of one of its most attractive patterns, most appropriately named the Ming.

To see it is to recognize at once how skillfully the Chinese motif has been adapted to the demands of artistic modern tableware.



The Ming Decoration

Dinner Plates	10½ in.	\$36.00 dozen
Entree "	8 in.	31.50 "
Salad "	7 in.	27.00 "
Tea or Dessert Plates	6 in.	21.50 "
Bread and Butter "	5 in.	19.50 "
Soup Plates	8 in.	31.50 "
" "	7 in.	27.00 "
" "	6 in.	21.50 "
" "	5 in.	19.50 "
Coupe Soups	7 in.	1641 27.00 "
Cereal Saucers	1294	21.50 "
Fruit "	940	19.50 "
Teacups and Saucers (Plain)	1305	36.00 dozen
" " " (Footed)	1620	41.00 "
A. D. Cups and Saucers (Plain)	1306	34.00 "
" " " (Footed)	1603	37.00 "
Breakfast Coffee Cups and Saucers (Plain)	1304	41.00 "
Breakfast Coffee Cups and Saucers (Footed)	2040	46.00 "
Bouillon Cups and Saucers (Plain)	1305	41.00 "
" " " (Footed)	633	46.00 "
Cream Soup Cups and Saucers	1934	59.50 "
Platter	10 in.	6.50 each
" "	12 in.	7.20 "
" "	14 in.	9.50 "
" "	16 in.	11.50 "
Chop Dish (Round)	12 in.	7.20 "
" " "	14 in.	9.50 "
Oval Covered Dish	1111	15.70 each
Round " "	1112½	14.60 "
Baker	9 in.	1104 5.10 "
Gravy Boat with Stand Attached	1938	10.55 "
Sauce Tureen with Stand Attached	1937	15.45 "
Coffee Pot (Plain)	1960	6.80 each
Teapot "	1961	6.80 "
Sugar "	1962	5.70 "
Cream "	1963	3.70 "
Coffee Pot (Footed)	741	10.40 "
Teapot "	742	10.40 "
Sugar "	743	7.30 "
Cream "	744	4.70 "
Cake Plate (Round)	954	6.30 each
" " (Square)	1139	5.80 "
Salad or Berry Bowl (Handled)	586	6.90 "
Covered Muffin	8 in.	1126 6.90 "
Covered Jug (Medium)	567	6.20 "
Pitcher "	1039	6.40 "
Double Egg Cups	1121	21.60 dozen
Ramekins	1221 }	37.40 dozen
Plates for above	820 }	

LENOX CHINA



LENOX

MING



Ming. P-16
Decoration in
flat color



"MING"

ONLY within the present generation has the Occidental mind roused itself to an adequate appreciation of the beautiful in form and color in the art of the Far East.

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The Ming Decoration

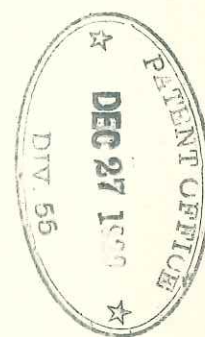
Dinner Plates	10½ in.	\$36.00 dozen
Entree "	8 in.	31.50 "
Salad "	7 in.	27.00 "
Tea or Dessert Plates	6 in.	21.50 "
Bread and Butter "	5 in.	19.50 "
Soup Plates	8 in.	31.50 "
" "	7 in.	27.00 "
" "	6 in.	21.50 "
" "	5 in.	19.50 "
Coupe Soups	7 in.	1641 27.00 "
Cereal Saucers	1294	21.50 "
Fruit "	940	19.50 "
Teacups and Saucers (Plain)	1305	36.00 dozen
" " (Footed)	1620	41.00 "
A. D. Cups and Saucers (Plain)	1306	34.00 "
" " (Footed)	1603	37.00 "
Breakfast Coffee Cups and Saucers (Plain)	1304	41.00 "
Breakfast Coffee Cups and Saucers (Footed)	2040	46.00 "
Bouillon Cups and Saucers (Plain)	1305	41.00 "
" " (Footed)	633	46.00 "
Cream Soup Cups and Saucers	1934	59.50 "
Platter	10 in.	6.50 each
"	12 in.	7.20 "
"	14 in.	9.50 "
"	16 in.	11.50 "
Chop Dish (Round)	12 in.	7.20 "
" " "	14 in.	9.50 "
Oval Covered Dish	1111	15.70 each
Round " "	1112½	14.60 "
Baker	9 in.	1104 5.10 "
Gravy Boat with Stand Attached	1938	10.55 "
Sauce Tureen with Stand Attached	1937	15.45 "
Coffee Pot (Plain)	1960	6.80 each
Teapot "	1961	6.80 "
Sugar "	1962	5.70 "
Cream "	1963	3.70 "
Coffee Pot (Footed)	741	10.40 "
Teapot "	742	10.40 "
Sugar "	743	7.30 "
Cream "	744	4.70 "
Cake Plate (Round)	954	6.30 each
" " (Square)	1139	5.80 "
Salad or Berry Bowl (Handled)	586	6.90 "
Covered Muffin	8 in.	1126 6.90 "
Covered Jug (Medium)	567	6.20 "
Pitcher "	1039	6.40 "
Double Egg Cups	1121	21.60 dozen
Ramekins	1221	} 37.40 dozen
Plates for above	820	

LENOX CHINA



LENOX

MING



*Patent
Exhibit*

Ming. P-16

Decoration in
flat color



"COLONIAL"

NOT an American family of note but points with pride to its Colonial ancestry and numbers among its treasures some cherished relic of our early history. Whether of austere Puritan stock or of the more picturesque and courtly Southern extraction, about and around those old days there hovers an atmosphere of quiet dignity, reflected in the graceful lines of chair, clock, or the simple yet dignified design of china or glass.

The Colonial decoration designed by the Lenox Pottery beautifully represents the spirit of our forefathers, and blends most harmoniously with surroundings of the purest Colonial type. In both shape and decoration you will recognize the fidelity with which the Colonial motif has been preserved and reproduced.

Articles Made in the Colonial Decoration

PLATES

Inches	No.	No.	
			Cream Soup Cup and Saucer 1307
Service (flat rim) 11	1326		" " " " 1934
" " or Din. (flat rim.) 10 1/2	1830		Teacup and Saucer 943, 1305, 1693
" " " " 10 1/2			Teacup and Saucer (footed) 1620
Dinner 8			
Entree 7			
Breakfast or Salad 6			
Tea or Dessert 5 1/2			
Bread & Butter 5			
Coupe Plate 6	1709		
Rim Soup 7			
" " " " 6			
" " " " 5			

BAKERS

Baker, 8 in. 1103, 9 in. 1104, 10 in. 1105.

BOATS

Gravy Boat, Single 1116
Stand for above 1118
Sauce Tureen, Fast Stand. 1937
Gravy Boat, Fast Stand. 1938, 1939, 1998

BOWLS

A.D. Cup and Saucer 608, 866, 1306.		
A. D. Cup and Saucer, Low (footed) 633D.	Salad or Fruit Bowl 512	
A. D. Cup and Saucer, Tall (footed) 1603.	Milk Bowl 553	
	Salad Bowl 586	
	" " " " 589	
Bouillon Cup and Sauc. (footed) 633 and 1620.	Waste Bowl 624	
	Flower Bowl 730	
Bouillon Cup and Sauc. 943 and 1305.	Salad or Fruit Bowl 1082	
	" " " " 1122	
B'fast Coffee Cup and Sauc. 1019, 1303, 1304, 1389.	Waste Bowl 1128	
	" " " " 1129	
B'fast Coffee Cup and Saucer (footed) 2040.	Salad Bowl 1247	
	Colonial Bowl, Large 1438	
Chocolate Cup and Saucer 600, 843	Salad or Fruit Bowl 1667	
	Flower Bowl 1793	
Chocolate Cup and Saucer (footed) 1189	Colonial Bowl, Small 1816	
	Salad Bowl 1929	



Articles Made in the Colonial Decoration (Cont.)

BREAKFAST SET (Individual)

No. 933. Consisting of	No.	No.	
Coffee Pot. 933			Ramekin 1221
Teapot 934			Plate for above 820
Sugar 935			Salt & Pepper Shaker, Small 584
Cream 936			" " " " Large 585
Teacup and Saucer 943			Tea Caddy 686
Hot Milk Jug 964			Teapot Stand 1385
Single Egg Cup 1056			Vase 355, 1768
Covered Muffin 1125			
Cereal 1294			
Breakfast Plate, 7 in.			
Bread & Butter Plate, 5 in.			

COMPORTS

Tall (footed). 825			
Boat Shape (footed) Large 1018			
" " " " Medium 1022			
" " " " Small . 1023			
Round (footed) Low 1123			
" " " " Tall. 1124			
" " " " 1382			
" " " " 1397			
Boat Shape, Fast Stand. 1942			
Covered Dish, Oval 1111			
" " " " Round 1112 1/2			
Covered Muffin, 7 in. 1125			
" " " " 8 in. 1126			
Combination Muffin Set 1500			

MISCELLANEOUS

Baked Apple Dish 784			
Bon Bon (Covered) Large 514			
" " " " Small 1425			
" " " " 819 and 822			
" " " " 1412			
Butter Tub 1096			
Candlestick 973			
" (Flat) 2029			
Cheese Dish (Covered) 829			
Cheese & Cracker Dish 1396			
Chocolate Pot 842			
" " " " 1367			
" " " " 1960 1/2			
Cracker or Tobacco Jar 685			
Single Egg Cup, Small 1056			
" " " " Large 1628			
Double " " " " 1121			
Jam Jar 830			
Plate for above 820			
Jam Jar 763			
" " " " 1064			
Plate for above 1180			
Luncheon Plate, 7 in. 1684			
Teacup for above 1620			
Luncheon Plate, 6 in. 1755			
Teacup for above 886			
Mayonnaise Bowl 779			
" " " " 784			
Plate for above 1180			
Relish Dish 1096			
" " " " 1619			

PITCHERS

Hot Milk, Large 566	
" " " " Medium 567	
" " " " Small 568	
" " " " Individual 964	
Milk Pitcher 1038, 1039, 1040, 1041, 1073, 1074, 1075.	
Water Pitcher 1520	

PLATTERS

10 in., 12 in., 14 in.
16 in., 18 in., 20 in.

Fruit Saucer 940
Cereal Saucer 1294

TEA and COFFEE SETS

Coffee Pot. 521 1/2	
Teapot 522	
Sugar 1670	
Cream 1636	
Coffee Pot. 741	
Teapot 742	
Sugar 743	
Cream 744	
Coffee Pot. 933	
Teapot 934	
Sugar 935	
Cream 936	
Teapot 1061	
Sugar 1062	
Cream 1063	
Coffee Pot. 1090	
Teapot 1091	
Sugar 1092	
Cream 1093	
Coffee Pot. 1690 1/2	
Teapot 1690	
Sugar 1691	
Cream 1692	
Coffee Pot. 1960	
Teapot 1961	
Sugar 1962	
Cream 1963	

TRAYS

Cake Plate, Round 954	
" " " " 956	
" " " " 957	
" " " " 959	
Sandwich Tray, Large 1004	
" " " " Small 1005	
Cake Plate, Square 1139	
Celery Tray 1599	
Chop Dish 12 in., 14 in.	

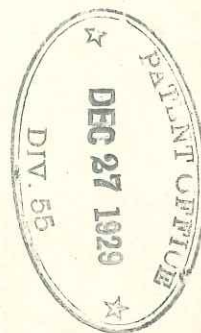
This is a complete list of articles made in the Colonial decoration

LENOX CHINA



LENOX

COLONIAL



Colonial. T-2
Design Patented
Decoration in hand-raised enamels



The "CORONADO"

FRANCISCAN MONKS, several years before the Declaration of Independence was signed in Philadelphia, founded a monastery at San Diego and established on the shores of the Bay of San Diego the first habitation of white men on the western coast of America. Today Coronado, with its palatial estates, its beautiful lawns and flowers, and its wealth of tropical verdure, is one of the world's brilliant color spots.

Opulent in its richness of contrast, the "Coronado" decoration is one of the most brilliant designs offered to discriminating lovers of fine ceramics by Lenox, Incorporated. It is a pattern which attracts attention at a glance, due to the judicious use of black as a background for flowers and fruit in raised enamel. The effect of this bold color combination is striking indeed, yet so delicately and artistically carried out as to charm at the same time that it challenges the eye.

To those who desire to entertain with distinction, whether *en famille* or in formal style, nothing could be more glowingly beautiful than a service in "Coronado." It is a vigorous creation, full of life and animation and calculated to instill feelings of pride as well as admiration.



Articles Made in the Coronado Decoration

PLATES			MISCELLANEOUS		No.
	Inches	No.	Baked Apple Dish		784
Service (flat rim)	11	1326	Bon Bon Covered, Large		514
Ser. or Din. (flat rim)		1830	" " Small		1425
Dinner	10½		Butter Tub		1096
"	10		Cheese and Cracker Dish		1396
Entree	8		Chocolate Pot		1367
Breakfast or Salad	7		"		1429
Tea or Dessert	6		Cocktail Sauce Cup		1507
Bread and Butter	5½		Cracker or Tobacco Jar		685
"	5		Double Egg Cup		1121
Coupe Plate	6	1709	Single Large		1628
Rim Soup	8		Jam Jar		830
"	7		Plate for above		820
"	6		Luncheon Plate, 7 in.		1684
"	5		Teacup for above		1620
Coupe Soup	7	1641	Luncheon Plate, 6 in.		1755
			Plate for above		886
			Mayonnaise Bowl		779
			"		784
			Plate for above		1180
			Ramekin		1221
			Plate for above		820
			Relish Dish		1096
			"		1619
			Salt and Pepper Shaker, Large		585
			Teapot Stand		1385
			Vase		355
			"		490

This is a complete list of articles made in the Coronado decoration

LENOX CHINA



LENOX

PITCHERS

Hot Milk, Medium 567	
" " Small 568	
Milk Pitcher 1073	
" " " " " 1074	
" " " " " 1075	

PLATTERS

10 in., 12 in., 14 in.,	
16 in., 18 in., 20 in.	
Fruit Saucer 940	
Cereal " " 1294	

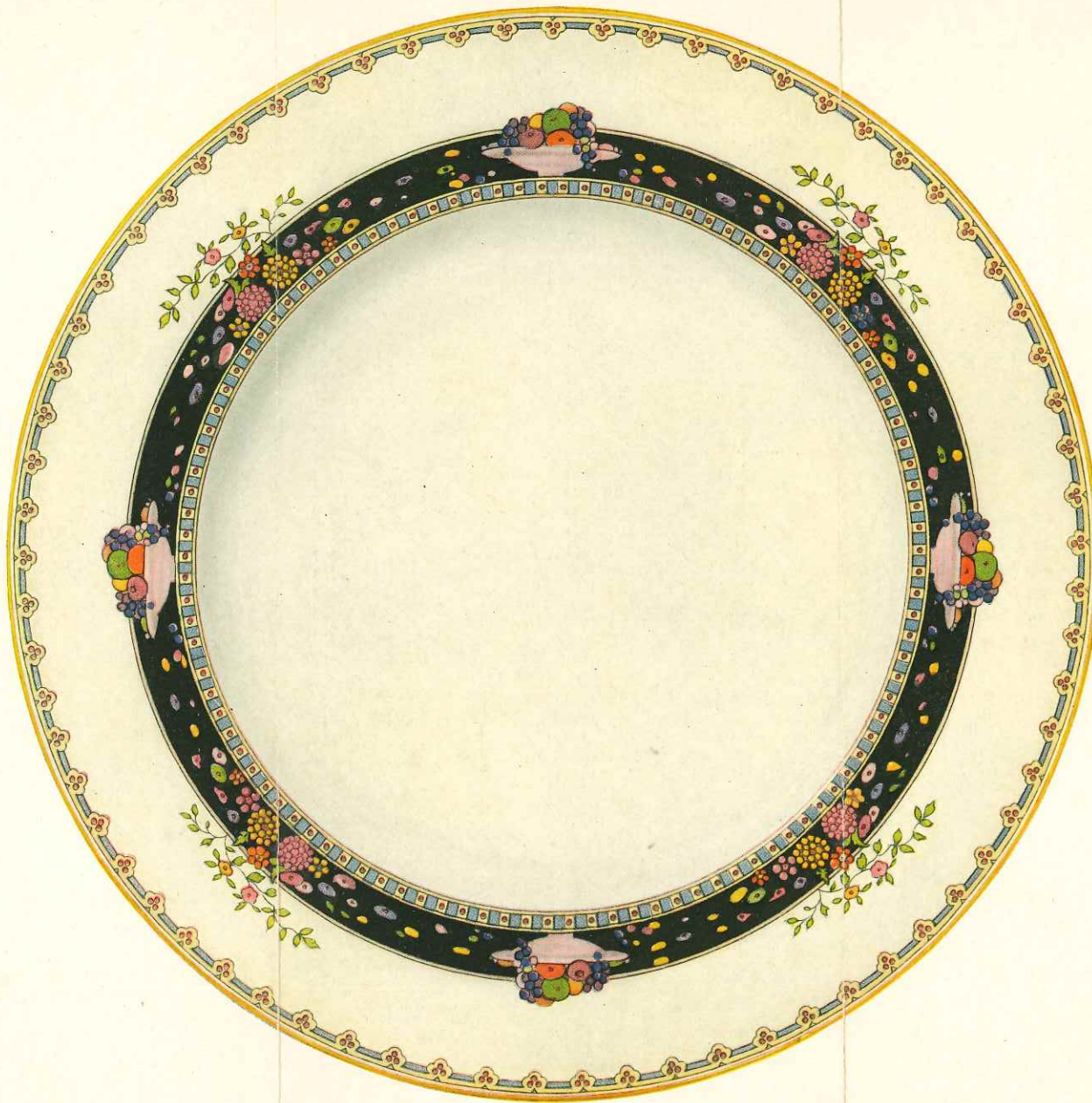
TEA and COFFEE SETS

Coffee Pot 521 1/2	
Teapot 522	
Sugar 1670	
Cream 1636	
Coffee Pot 1060	
Teapot 1061	
Sugar 1062	
Cream 1063	
Coffee Pot 1690 1/2	
Teapot 1690	
Sugar 1691	
Cream 1692	
Coffee Pot 1960	
Teapot 1961	
Sugar 1962	
Cream 1963	

TRAYS

Cake Plate, Round 954	
" " Square 1139	
Sandwich Tray, Large 1004	
" " Small 1005	
Pickle Dish 1619	
Chop Dish, 12 in.	
" " 14 in.	

CORONADO



Coronado. W-3
Design Copyrighted
Decoration in hand-raised enamels

The "MONTICELLO"

VIRGINIA, "Mother of Presidents," may also be said to have been the mother of country life in America, particularly that form of country life which has persisted in spite of changes in manners and customs and still fascinates those who love fine architecture, rolling fields, resplendent gardens and that sense of freedom that comes from the possession of broad acres far from the limitations and exactions of city existence.

Magnificent pioneer homes abound in Virginia but none more typical of the genuine country gentleman than Monticello, architectural masterpiece designed and erected by Thomas Jefferson near Charlottesville, during a period of Colonial history when landed proprietors set an example of openhanded hospitality never since equalled in America.

Model for all time, the dignified and artistic Jefferson residence is steeped in the glamor of the early days of the republic. With its vast estate of hills and meadows, woods and gardens, it represented the finest flowering of Virginia culture. LENOX has chosen its name to grace its newest pattern because of its romance, its beauty and its native Americanism.

There is, however, no trace of period influence or imitative design in this latest product of LENOX artists and artisans. Adhering to its policy of offering modern ceramic art unhampered by the past, LENOX presents in the MONTICELLO another original creation which would have delighted the critical and discerning eye of that versatile genius whose name stands today for simple elegance as well as simple democracy. Jefferson, hater of sham and ostentation, cultivated a taste for harmony of line and color, dignity of form and arrangement, that found perfect expression in the home that has become a national shrine.

The MONTICELLO breathes the very spirit, almost the fragrance, of a lovely Virginia garden. Conventionalized flowers impart a pleasantly formal note; exquisite coloring gives the naturalness that would greet the eye could one again turn back the pages of time and saunter along gravelled paths flanked with boxwood hedges, beyond which flamed the variegated blossoms that still transform the country estates of Virginia into a fairyland of flowers.

There one finds today, as in the time of Jefferson, patriot and president, the same combinations of delicate blue, exquisite rose and refreshing green that are harmonized against a subtle cream background in the MONTICELLO. One can never tire of flowers, whether nodding for their brief span of life under the bright sun at Monticello or peering for all time from the porcelain picture presented by LENOX, under the soft candle-glow of a perfectly appointed twentieth-century dinner table.

The MONTICELLO is a pattern rich enough in color, dignified enough in treatment, symmetrical enough in arrangement and modern enough in origin to have graced Monticello itself and delighted the heart of its master.

Articles Made in the Monticello (C-300)

Decoration

Dinner Plates	1830	\$48.00 dozen
Entree " 8 in.	2020	42.00 "
Salad " 7 in.	2021	36.50 "
Tea or Dessert Plates 6 in.	2022	30.00 "
Bread and Butter Plates 5½ in.	2023	26.00 "
Soup Plates 8 in.	2027	42.00 "
" " 7 in.	2024	36.50 "
" " 6 in.	2025	30.00 "
" " 5½ in.	2026	26.00 "
Teacups and Saucers (Plain) . . .	1305	48.00 dozen
" " " (Footed) . . .	1620	53.00 "
A. D. Cups and Saucers (Plain) .	1306	46.00 "
Breakfast Coffee Cups and Saucers (Footed)	2040	58.00 "
Bouillon Cups and Saucers (Plain)	1305	53.00 "
" " " " (Footed)	1620	58.00 "
Cream Soup Cups and Saucers . .	1934	74.50 "
Coffee Pot (Plain)	1960	8.60 each
Teapot (Plain)	1961	8.60 "
Sugar (Plain)	1962	7.50 "
Cream	1963	4.90 "
Sandwich Tray (Large)	1004	7.60 each
" " (Small)	1005	6.00 "
Comport (Tall)	1124	7.30 each
" (Low)	1123	6.80 "

LENOX CHINA



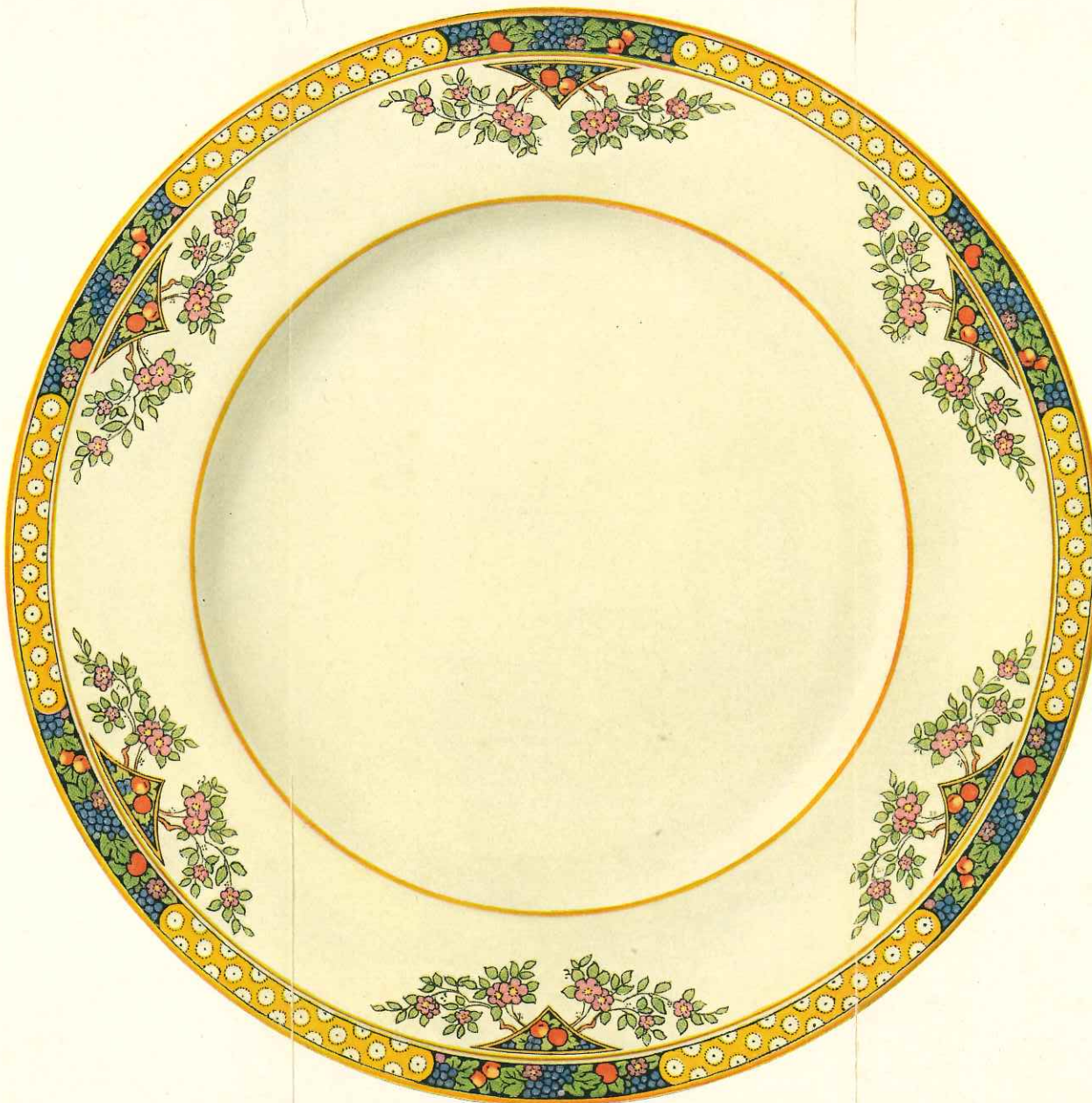
LENOX

MONTICELLO



Monticello
DECORATION C-300
Design Patented

ORCHARD



Orchard. T-1
Design Patented
Decoration in flat color

The "TRENT"

THE basic charm of Lenox ware lies in the ivory tone of the Belek china itself. The rich, creamy foundation for decoration and embellishment challenges the eye schooled to appreciate delicacy and simplicity. This is a vital reason why the ultra-conservative taste is completely satisfied by the Trent.

This new Lenox pattern emphasizes the beautiful lustre of the Belek china by minimizing decoration and banding the broad expanse of warm ivory tone with a narrow border of formal design, expressed in pastel tints of blue and brown. Gold bands enclose the border and lend to it just the touch of brilliancy necessary to produce the most attractive effect. Hostesses of refinement will admire this pattern, which, with its dignified simplicity, appeals to those who love things of restful beauty. The Trent is bound to find its way into homes where art and culture are not strangers.

Articles Made in the Trent Decoration

PLATES		Inches	No.
Service (flat rim)	11	1326	
Service or Din. (flat rim)	1830		
Service or Dinner	10½		
Dinner	10		
Entree	8		
Breakfast or Salad	7		
Tea or Dessert	6		
Bread and Butter	5½		
" " "	5		
Coupe Plate	6	1709	
Rim Soup	8		
" " "	7		
" " "	6		
" " "	5		
Coupe Soup	7	1641	
BAKERS			
Baker, 8 in.			1103
" " 9 in.			1104
" " 10 in.			1105
BOATS			
Gravy Boat, Single			1116
Stand for above			1118
Sauce Tureen, Fast Stand			1937
Gravy Boat			1938
" " "			1939
" " "			1998
CUPS and SAUCERS			
A. D. Cup & Sauc., Low (ftd.)	633D		
A. D. Cup & Saucer			1306
A. D. Cup & Sauc., Tall (ftd.)	1603		
Bouillon Cup & Saucer (ftd.)	633		
" " " "	1305		
" " " " (ftd.)	1620		
B'fast Coffee Cup & Sauc.	1304		
" " " " (ftd.)	2040		
Chocolate Cup & Saucer	600		
" " " "	843		
BOWLS			
Salad or Fruit Bowl			512
Salad Bowl			586
" " "			589
Waste Bowl			1128
" " "			1129
Colonial Bowl, Large			1438
Salad or Fruit Bowl			1667
Salad Bowl			1929

Articles Made in the Trent Decoration (Continued)

BREAKFAST SET (Individual)		No.
No. 933. Consisting of:	No.	
Coffee Pot	933	
Teapot	934	
Sugar	935	
Cream	936	
Tea and Saucer	943	
Single Egg Cup	1056	
Covered Muffin	1125	
Hot Milk Jug	964	
Cereal	1294	
Breakfast Plate, 7 in.		
" " 5 in.		
COMPORTS		
Tall Footed	825	
Round Footed, Low	1123	
" " Tall	1124	
" " "	1382	
" " "	1397	
Covered Dish, Oval	1111	
" " Round	1112½	
Covered Muffin, 7 in.	1125	
" " 8 in.	1126	
Combination Muffin Set	1500	
MISCELLANEOUS		
Baked Apple Dish	784	
Bon Bon Covered, Large	514	
" " Small	1425	
" " "	819	
Butter Tub	1096	
Cheese and Cracker Dish	1396	
Chocolate Pot	842	
" " "	1367	
Cocktail Sauce Cup	1507	
Cracker or Tobacco Jar	685	
Single Egg Cup, Small	1056	
" " Large	1628	
Double Egg Cup	1121	
Jam Jar	830	
Plate for above	820	
Jam Jar	763	
" " "	1064	
Plate for above	1180	
Jam Jar, Fast Stand	2000	
Luncheon Plate, 6 in.	1755	
Teacup for above	886	
Luncheon Plate, 7 in.	1684	
Teacup for above	1620	
Mayonnaise Bowl	779	
" " "	784	
Plate for above	1180	
Ramekin	1221	
Plate for above	820	
Relish Dish	1096	
" " "	1619	
" " "	2013	
Salt & Pepper Shaker, Small	584	
" " Large	585	
Teapot Stand	1385	
PITCHERS		
Hot Milk, Large	566	
" " Medium	567	
" " Small	568	
" " Individual	964	
Milk Pitcher	1038	
" " "	1039	
" " "	1040	
" " "	1041	
" " "	1073	
" " "	1074	
" " "	1075	
Water Pitcher	1520	
PLATTERS		
10 in., 12 in., 14 in., 16 in., 18 in., 20 in.		
Fruit Saucer	940	
Cereal	1294	
TEA and COFFEE SETS		
Coffee Pot	521½	
Teapot	522	
Sugar	1670	
Cream	1636	
Coffee Pot	741	
Teapot	742	
Sugar	743	
Cream	744	
Coffee Pot	933	
Teapot	934	
Sugar	935	
Cream	936	
Coffee Pot	1060	
Teapot	1061	
Sugar	1062	
Cream	1063	
Combination Coffee Set	1337	
Coffee Pot	1690½	
Teapot	1690	
Sugar	1691	
Cream	1692	
Coffee Pot	1960	
Teapot	1961	
Sugar	1962	
Cream	1963	
TRAYS		
Cake Plate, Round	954	
" " Square	1139	
Sandwich Tray, Large	1004	
" " Small	1005	
Pickle Dish	1619	
Celery Tray	2012	
" " "	2013	
Chop Dish, 12 in.		
" " 14 in.		

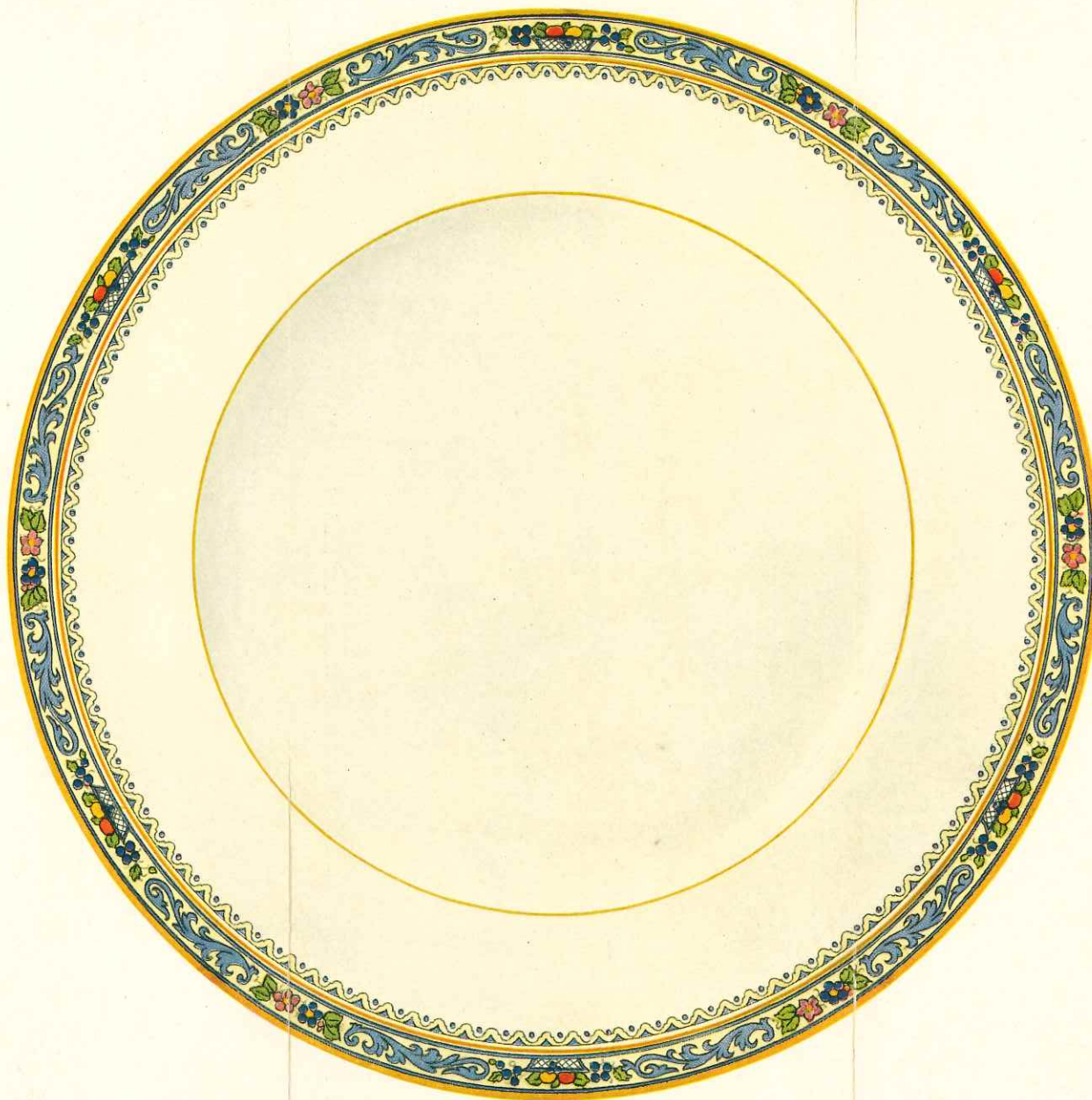
This is a complete list of articles made in the Trent decoration

LENOX CHINA



LENOX

TRENT



Trent. Y-37
Design Patented
Decoration in hand-raised enamels



The "PEKING"

PEKING, for nine centuries, under various names and with but a few fleeting intervals, an Imperial City in fact as well as name, abode of dynasties and despots, gorgeous with the barbaric splendor of Asiatic art and architecture and housing inside its forbidden walls, cities within cities, confers its name upon one of the most beautiful designs which bears the imprint of Lenox, Incorporated. The ceramic industry of China, which long ago developed the porcelain which is today a common household possession, has bestowed a rich legacy upon the modern artist and potter. To this fountain-head of form, decoration and color, the Lenox designer has gone for a rarely satisfying pattern, which is typical of Chinese art and spirit, yet bearing the twentieth century touch of practical utility. The dinner plate of this handsome creation, for example, captivates by its broad, conventional border of flower and scroll, done in green and white, separated by four panels of soft white, upon which glow the pastel-tones of variegated flowers nestling in formal baskets. The floral motif appears in the center of the plate, similar in coloring to the panels but larger in design. While it betrays the Chinese influence in detail and arrangement, it only hints at, rather than imitates, the source from which derived. Thus the individuality of the Lenox ware is preserved, though at the same time tauntingly reminiscent of Chinese art at its best.



Articles Made in the Peking Decoration

PLATES		Inches No.	Bon Bon (Open)	No.
Service (flat rim)	11	1326	Butter Tub	1412
or Dinner (flat rim)	10 1/2	1830	Candlesticks	1096
Dinner	10		Cheese and Cracker Dish	973
Entree	8		Chocolate Pot	1396
Breakfast or Salad	7		Cracker or Tobacco Jar	842, 1367
Tea or Dessert	6		Single Egg Cup, Small	685
Bread & Butter	5 1/2		Large	1056
Rim Soups	8		Double Egg Cup	1628
"	7		Jam Jar	1121
"	6		Plate for above	830
"	5		Jam Jar	820
Coupe Soups	7	1641	Plate for above	1064
CUPS and SAUCERS			Luncheon Plate, 6 in.	1180
A.D. Coffee Cup & Saucer	608		Teacup for above	1755
Bouillon Cup & Saucer (ftd.)	633		Luncheon Plate, 7 in.	886
"	943		Teacup for above	1684
"	(ftd.)	1620	Mayonnaise Bowl	620
B'fast Coffee Cup & Sauc.	1019		"	779
"	1302		Plate for above	784
"	1303		Ramekin	1180
"	"	(ftd.)	Plate for above	1221
Chocolate Cup and Saucer	600		Relish Dish	820
Cream Soup and Saucer	843		"	1096
Tea Cup and Saucer	943		Salt & Pepper Shaker, Large	1619
"	(ftd.)	1620	Tea Tile	585
BAKER			Vase	1385
Baker, 9 in.	1104		PITCHERS	
BOATS			Hot Milk, Large	566
Sauce Tureen, Fast Stand	1937		" Medium	567
Gravy Boat	1938		" Small	568
"	1939		" Individual	964
"	1998		Milk Pitcher	1038
BOWLS			"	1039
Salad or Fruit Bowl	512		"	1040
Salad Bowl	586		"	1041
Waste Bowl	1129		"	1073
Salad Bowl	1247		"	1074
Colonial Bowl, Large	1438		"	1075
Salad or Fruit Bowl	1667		Water Pitcher	1520
Flower Bowl	1792		PLATTERS	
Salad Bowl	1793		10-in., 12-in., 14-in.,	
Salad Bowl	1929		16-in., 18-in., 20-in.	
"	1929 1/2		Fruit Saucers	940
BREAKFAST SET (Individual)			Cereal	1294
No. 933, Consisting of:			TEA and COFFEE SETS	
Coffee Pot.	933		Coffee Pot.	521 1/2
Teapot	934		Teapot	522
Sugar	935		Sugar	1670
Cream	936		Cream	1636
Teacup and Saucer	943		Coffee Pot.	741
Hot Milk Jug	964		Teapot	742
Single Egg Cup	1056		Sugar	743
Covered Muffin, 7 in.	1125		Cream	744
Cereal	1294		Coffee Pot.	933
Breakfast Plate, 7 in.			Teapot	934
Bread & Butter Plate, 5 in.			Sugar	935
COMPORTS			Cream	936
Tall Footed	825		Coffee Pot.	1060
Boat Shaped, Large	1018		Teapot	1061
" Medium	1022		Sugar	1062
Round Footed, Low	1123		Cream	1063
" Tall	1124		Combination Coffee Set	1337
"	1138		Combination Tea Set	1610
"	3297		Coffee Pot.	1690 1/2
Covered Dish, Oval	1111		Teapot	1690
" Round	1112 1/2		Sugar	1691
Covered Muffin, 7 in.	1125		Cream	1692
" 8 in.	1126		Coffee Pot.	1960
Combination Muffin Set	1500		Teapot	1961
MISCELLANEOUS			Sugar	1962
Baked Apple Dish	784		Cream	1963
Bon Bon Covered, Large	514		TRAYS	
" Small	1425		Cake Plate, Round	954
"	819		" Square	1139
			Sandwich Tray, Large	1004
			" Small	1005
			Celery Tray	2012
			Chop, 12 in., 14 in.	

This is a complete list of articles made in the Peking decoration

LENOX CHINA



LENOX

PEKING



Peking. W-24
 Design Copyrighted
 Decoration in flat color

The "GOLDEN GATE"

CHARACTERISTIC of California, land of gold and flowers and fruit, where Nature has poured out her lavish treasures with prodigal hand, the "Golden Gate" pattern has been evolved by the Lenox designer to convey the very spirit of the Golden West. It is a bright and sunny production, in which the motif of fruit and flowers is expressive of the open-handed hospitality which flourishes upon the Pacific coast. There is a daintiness to this design, a delicacy of coloring and arrangement, which discloses new beauties at every glance. The raised enamel fruits seem almost real. Exquisite drawings distinguish the decorative scheme, completely satisfying the sense of proportion and symmetry. It is a refreshing thing, this "Golden Gate" pattern, the true beauty of which is best revealed under the soft rays of artificial illumination. The hostess who offers it to her guests will compliment their artistic sense in doing so and will lend to her hospitality that indefinable touch of culture which comes only from association with the finer things of life. This is an offering which will bring subtle satisfaction to those who take pride and joy in that marvelous commonwealth which spells health and wealth, romance and recreation to the world. It seems eminently fitting, in our mind, that such a typically American production should be representative, in an esthetic sense, of such a typically American community.

Articles Made in the Golden Gate Decoration

PLATES		Inches	No.			No.
Service, (flat rim)	11	1326	Butter Tub			1096
Ser. or Din.	10½	1830	Cheese and Cracker Dish			1396
Service or Dinner	10½		Chocolate Pot			842
Dinner	10					1429
Entree	8		Cocktail Cup			995
Breakfast or Salad	7		Cocktail Sauce Cup			1507
Tea or Dessert	6		Cracker or Tobacco Jar			685
Bread and Butter	5½		Double Egg Cup			1121
	5		Single Egg Cup, Large			1628
Coupe Plate	6	1709	Jam Jar			830
Rim Soup	8		Plate for above			820
" "	7		Jam Jar			1064
" "	6		Plate for above			1180
" "	5		Luncheon Plate, 7 in.			1684
Coupe Soup		1641	Teacup for above			1620
			Luncheon Plate, 6 in.			1755
			Teacup for above			886
			Mayonnaise Bowl			779
CUPS and SAUCERS						784
A. D. Coffee Cups & Saucers,			Plate for above			1180
Low (ftd.)	633D		Ramekin			1221
A. D. Coffee Cups & Saucers	1306		Plate for above			820
Bouillon Cups & Sauc. (ftd.)	633		Relish Dish			1096
" " " (ftd.)	1305					1619
Breakfast Cups & Saucers	1304		Salt & Pepper Shaker, Large			585
" " " (ftd.)	2040		Tea Caddy			686
Chocolate Cups & Saucers	843		Teapot Stand			1385
" " " (ftd.)	1430		Vase			355
Cream Soups & Saucers	1934		" "			490
Teacups and Saucers	1305		" "			1718
" " " (ftd.)	1620		" "			1786
BAKER				PITCHERS		
Baker, 9 in.		1104		Hot Milk, Large		566
				" " Medium		567
				" " Small		568
BOATS						1038
Gravy Boat, Single		1116		Milk Pitcher		1074
Stand for above		1118		" "		1075
Sauce Tureen, Fast Stand		1937		Water Pitcher		1520
Gravy Boat, Fast Stand		1938				
" " " "		1939				
" " " "		1998				
BOWLS				PLATTERS		
Salad or Fruit Bowl		512		10 in., 12 in., 14 in.,		
" "		527		16 in., 18 in., 20 in.		
Salad Bowl		586		Fruit Saucers		940
Flower Bowl		730		Cereal Saucers		1294
Waste Bowl		1128		TEA and COFFEE SETS		
" "		1129		Coffee Pot		521½
Salad Bowl		1247		Teapot		522
Colonial Bowl, Large		1438		Sugar		1670
Salad or Fruit Bowl		1667		Cream		1636
Flower Bowl		1723		Coffee Pot		1060
" "		1792		Teapot		1061
Salad Bowl		1929		Sugar		1062
" "		1929½		Cream		1063
COMPORTS						1690
Tall, Footed		825		Sugar		1691
Round, Footed, Low		1123		Cream		1692
" " Tall		1124		Coffee Pot		1960
" " "		1382		Teapot		1961
" " "		1397		Sugar		1962
				Cream		1963
Covered Dish, Oval		1111		TRAYS		
" Round		1112½		Cake Plate, Square		1139
Covered Muffin, 7 in.		1125		" " Round		954
" 8 in.		1126		" " "		957
MISCELLANEOUS				Sandwich Tray, Large		1004
Baked Apple Dish		784		" Small		1005
Bon Bon Covered, Large		514		Celery Tray		1599
" Small		1425		Pickle Dish		1619
				Chop, 12 in.		
				" 14 in.		

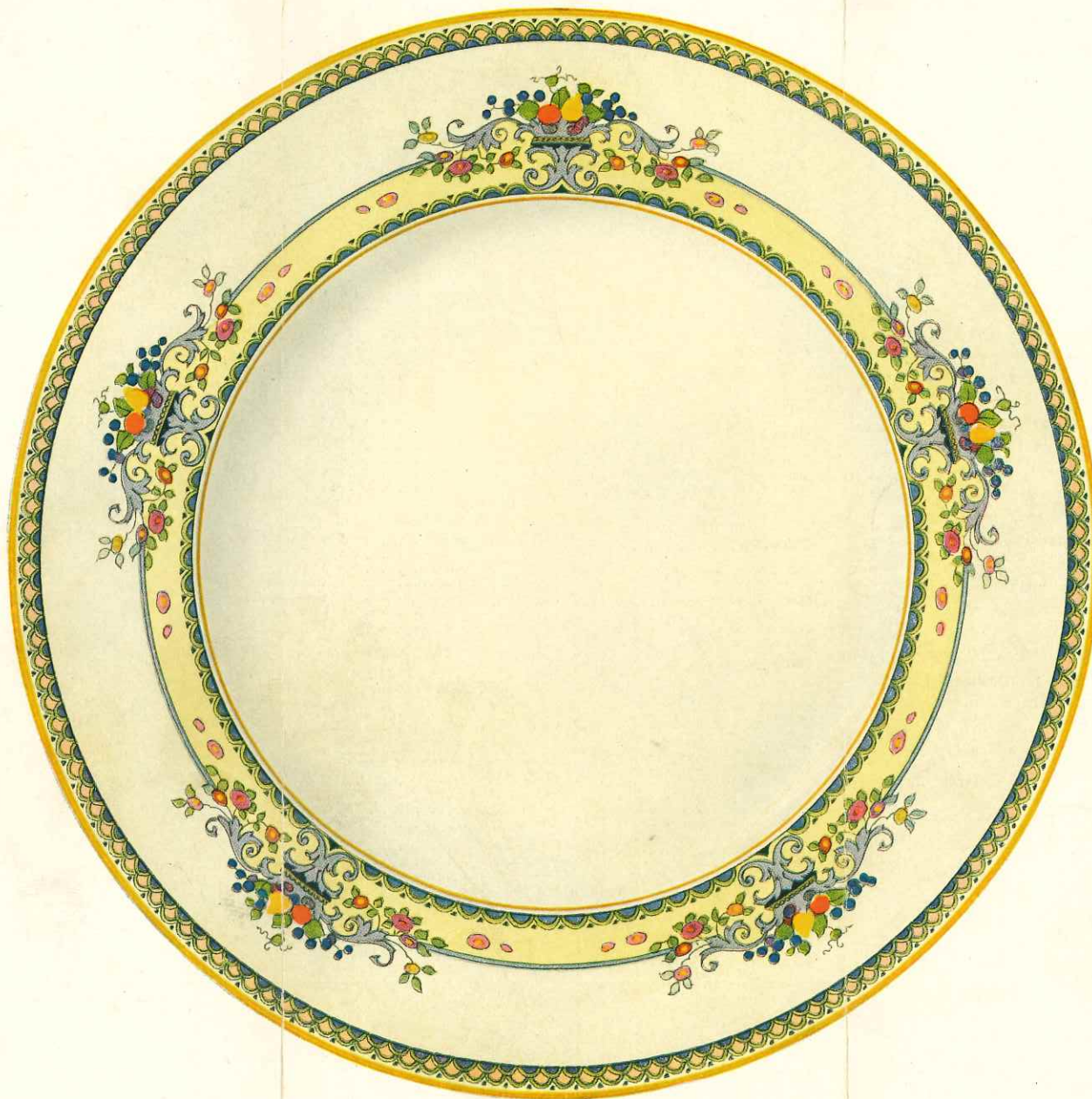
This is a complete list of articles made in the Golden Gate decoration

LENOX CHINA



LENOX

GOLDEN GATE



Golden Gate. W-2
Design Copyrighted
Decoration in hand-raised enamels



The "BLUE TREE"

MEN turn to Nature for perfect expression in Art. In presenting the BLUE TREE pattern, we are reminded of Joyce Kilmer's words:

Poems are made by fools like me
But only God can make a Tree.

The BLUE TREE is a Poem in Porcelain. We believe it is destined to endure. From time immemorial poets have sung the glory of the Tree, and artists, from the thousand and one ways in which it takes form and life, have drawn from it endless inspiration.

In the new pattern now offered to the discriminating by LENOX, INC., the artist has caught the grace of bough and limb and imprisoned the delicate tracery of leaf and sprig imperishably in soft-toned china. The effect is bewitching! The lovely blue of stem and foliage seems, like the Tree itself, almost to grow from the background of mellow ivory.

Happy the Tree set in such a garden, fated forever to delight the eye of man!

The BLUE TREE, needless to say, is Modern. It stands forth in its own original beauty and simplicity—another LENOX Pledge of Emancipation in American Ceramic Art.



The Blue Tree Decoration

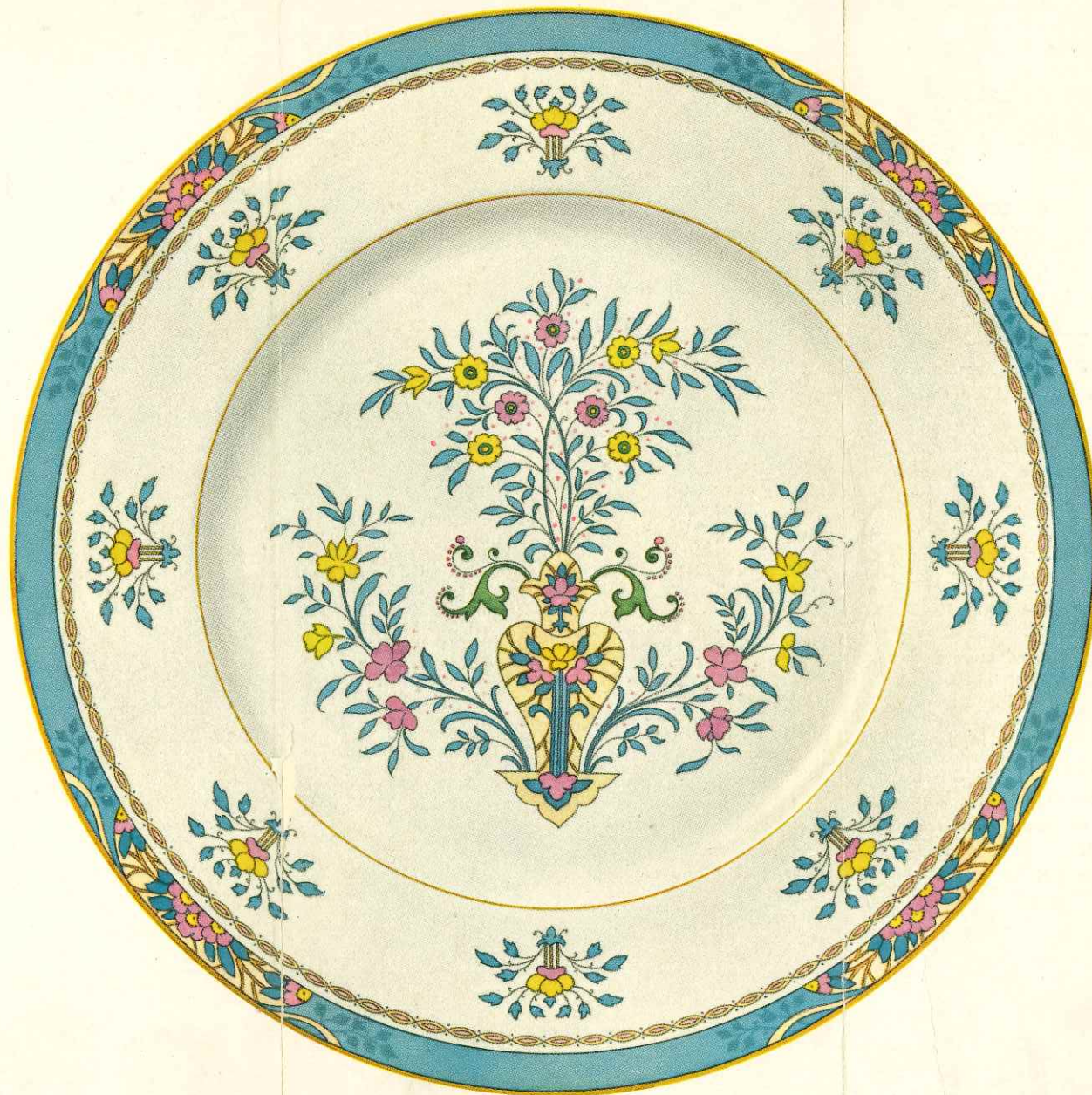
Dinner Plates	10½ in.	1830	\$36.00 dozen
Entree "	8 in.	2020	31.50 "
Salad "	7 in.	2021	27.00 "
Tea or Dessert Plates	6 in.	2022	21.50 "
Bread and Butter "	5½ in.	2023	19.50 "
Soup Plates	8 in.	2027	31.50 "
" "	7 in.	2024	27.00 "
" "	6 in.	2025	21.50 "
" "	5½ in.	2026	19.50 "
Cereal Saucers		1294	21.50 dozen
Fruit "		940	19.50 "
Teacups and Saucers . . . (Plain)		1305	36.00 dozen
" " " (Footed)		1620	41.00 "
A.D. Cups and Saucers . . (Plain)		1306	34.00 "
Breakfast Coffee Cups and Saucers (Footed)		2040	46.00 dozen
Bouillon Cups and Saucers (Plain)		1305	41.00 "
" " " (Footed)		1620	46.00 "
Cream Soup Cups and Saucers . .		1934	59.50 "
Platter	10 in.		6.50 each
"	12 in.		7.20 "
"	14 in.		9.50 "
"	16 in.		11.50 "
Chop Dish (Round)	12 in.		7.20 "
Oval Covered Dish		2041	15.70 each
Round " "		2042	14.60 "
Baker	9 in.	1104	5.10 "
"	10 in.	1105	5.60 "
Gravy Boat with Stand Attached .		2044	10.00 "
Sauce Tureen " " "		2043	15.45 "
Coffee Pot (Plain)		1960	6.80 each
Teapot		1961	6.80 "
Sugar		1962	5.70 "
Cream		1963	3.70 "
Cake Plate (Square)		1139	5.80 each
Salad or Berry Bowl . . (Handled)		586	6.90 "
Covered Muffin	7 in.	1125	6.40 "
Pitcher		1038	4.20 "
Double Egg Cups		1121	21.60 dozen
Ramekins		1221	} 37.40 dozen
Plates for above		820	

LENOX CHINA



LENOX

BLUE TREE



Blue Tree. B-300

Design Patented
Décoration in flat color



The "MYSTIC"

The Mystic design by Lenox reminds one of an Oriental garden, such as is described so alluringly in *The Arabian Nights* or depicted in the glowing verse of the medieval Persian poets. One thinks at once of some secluded and langorous retreat, heavy with the petaled perfume of drowsy summer and bright with the varied hues of nodding flowers.

The Mystic is an "all-over" pattern, with the center of the plate and the border gay with conventionalized blossoms, as if, indeed, "the ground was carpeted with flowers of every color and the place beamed with the charms of spring." The tints are exquisite and the design tantalizing by reason of the impression it gives both of symmetry and abandon. The hint of Oriental mysticism and opulence, behind high walls and slender minarets, challenges the imagination as well as the artistic sense in this example of what might well be called, not pottery, but "ceramic poetry."

Lenox is proud of this creation. Though thoroughly American, it carries a flavor of the occult East; and truth to tell, Harun-al-Rashid, in all his greatness and glory, never possessed, in his enchanted Palace of Diversion, a dinner service such as this which today is produced by Lenox to grace the homes of cultured, modern America.



The Mystic Decoration

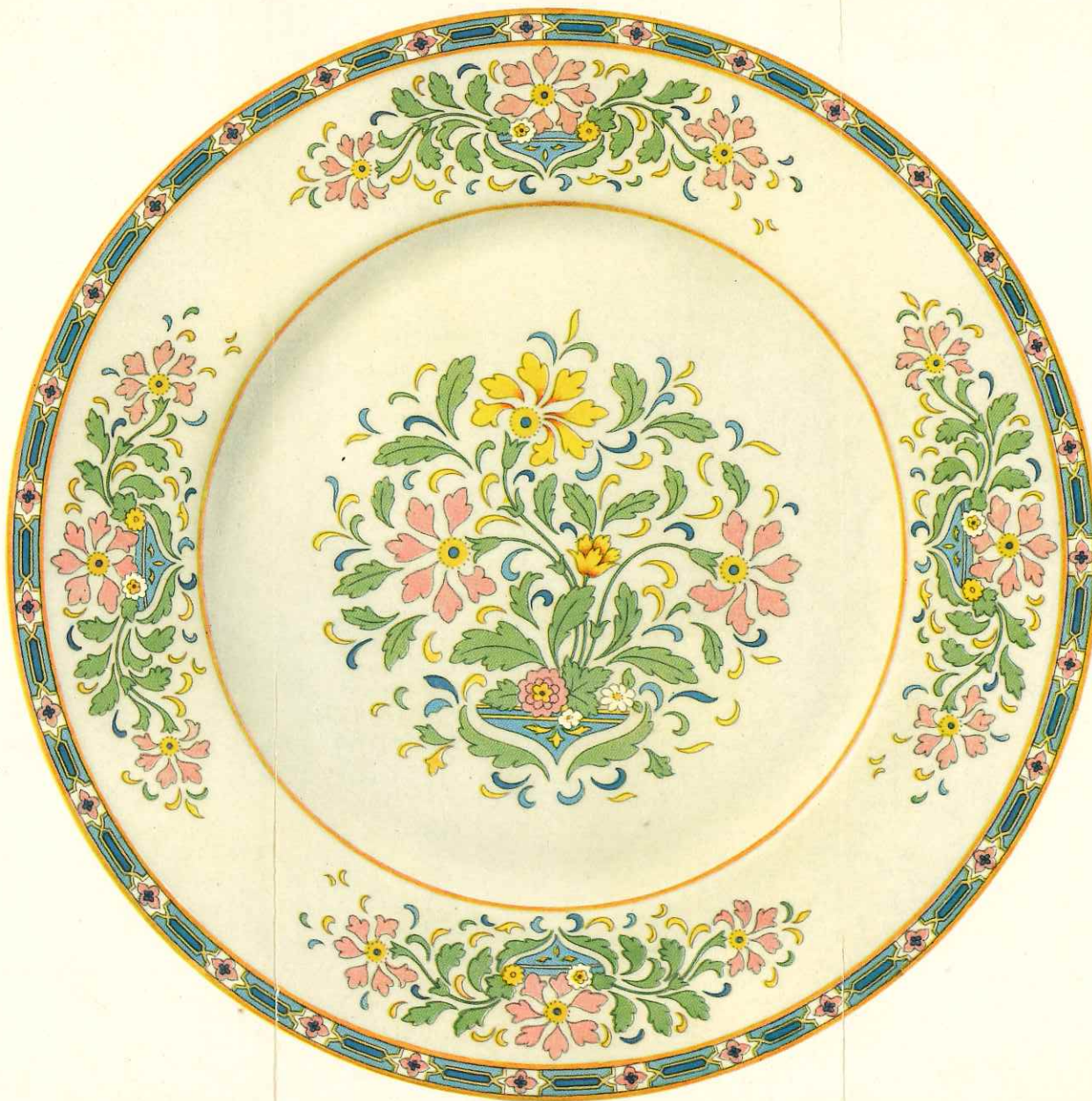
Dinner Plates	1830	\$36.00 dozen
Entree "	8 in.	31.50 "
Salad "	7 in.	27.00 "
Tea or Dessert Plates	6 in.	21.50 "
Bread and Butter "	5½ in.	19.50 "
Soup Plates	8 in.	31.50 "
" "	7 in.	27.00 "
" "	6 in.	21.50 "
" "	5 in.	19.50 "
Coupe Soups	7 in.	1641 27.00 "
Cereal Saucers	1294	21.50 "
Fruit "	940	19.50 "
Teacups and Saucers (Plain)	1305	36.00 dozen
" " (Footed)	1620	41.00 "
A. D. Cups and Saucers (Plain)	1306	34.00 "
" " (Footed)	1603	37.00 "
Breakfast Coffee Cups and Saucers (Plain)	1304	41.00 "
Breakfast Coffee Cups and Saucers (Footed)	2040	46.00 "
Bouillon Cups and Saucers (Plain)	1305	41.00 "
" " (Footed)	1620	46.00 "
Cream Soup Cups and Saucers	1934	59.50 "
Platter	10 in.	6.50 each
"	12 in.	7.20 "
"	14 in.	9.50 "
"	16 in.	11.50 "
Chop Dish (Round)	12 in.	7.20 "
" " "	14 in.	9.50 "
Oval Covered Dish	1111	15.70 each
Round " "	1112½	14.60 "
Baker	9 in.	1104 5.10 "
"	10 in.	1105 5.60 "
Gravy Boat with Stand Attached	1938	10.55 "
Sauce Tureen with Stand Attached	1937	15.45 "
Coffee Pot (Plain)	1960	6.80 each
Teapot "	1961	6.80 "
Sugar "	1962	5.70 "
Cream "	1963	3.70 "
Coffee Pot (Footed)	741	10.40 "
Teapot "	742	10.40 "
Sugar "	743	7.30 "
Cream "	744	4.70 "
Cake Plate (Round)	954	6.30 each
" " (Square)	1139	5.80 "
Salad or Berry Bowl (Handled)	586	6.90 "
Covered Muffin	8 in. 1126	6.90 "
Covered Jug (Medium)	567	6.20 "
Pitcher "	1039	6.40 "
Double Egg Cups	1121	21.60 dozen
Ramekins	1221 }	37.40 dozen
Plates for above	820 }	

LENOX CHINA



LENOX

MYSTIC



Mystic. Y-1
 Design Patented
 Decoration in flat color

The "FESTIVAL"

HOW often one reads in the society column of the daily newspaper that "Mrs. So-and-so was hostess yesterday at a charming luncheon of perfect appointments." To possess a set of Lenox is to know that so far as one's china is concerned no appointments could be more nearly perfect. Lenox ware distinguishes any table, whether the occasion be an intimate, informal little luncheon for a few chosen friends or a pretentious and ceremonious banquet marked by dignity and formality. A pattern particularly adaptable for such versatile use is the Festival, beautifully decorated with raised enamel fruits and flowers completely interpretative of the name. It is a design vividly expressive of the harvest spirit, bright with touches of high color that impart an impression of realism to the tempting baskets of fruit that adorn both center and border. The scroll and scallop design which embellishes the rim of the plate is done in grey blue, with paneling of the most delicate orange tracery. The whole pattern has caught the atmosphere of festivity associated since time immemorial with earth's glowing harvest and a bursting horn of plenty. You will display the Festival to your friends with positive delight, not merely for its artistic merit and beautiful ornamentation, but for the very spirit it exudes of joyous, generous hospitality.

Articles Made in the Festival Decoration

PLATES			MISCELLANEOUS		
	Inches	No.			No.
Service (flat rim)	11	1326	Baked Apple Dish		784
" or Din. (flat rim)		1830	Bon Bon Covered, Large		514
Dinner	10		" " " Small		1425
Entree	8		Butter Tub		1096
Breakfast or Salad	7		Cheese and Cracker Dish		1396
Tea or Dessert	6		Luncheon Plate, 7 in.		1684
Bread and Butter	5½		Teacup for above		1620
" " "	5		Luncheon Plate, 6 in.		1755
Rim Soup	8		Teacup for above		1305
" " "	7		Mayonnaise Bowl		779
" " "	6		" " "		784
" " "	5		Plate for above		1180
Coupe Soup	7	1641	Ramekin		1221
CUPS and SAUCERS			Plate for above		820
A.D. Cups and Saucers		1306	Relish Dish		1096
Bouillon Cups and Saucers		1305	" " "		2013
" " " " (ftd.)		1620	Teapot Stand		1385
B'fast Coffee Cup and Sauc.		1304	PITCHERS		
B'fast Coffee Cup & Sauc. (ftd.)		2040	Hot Milk, Small		568
Cream Soup and Saucer		1934	Milk Pitcher		1074
Teacup and Saucer		1305	" " "		1075
" " " " (ftd.)		1620	PLATTERS		
BAKERS			10 in., 12 in.,		
Baker, 9 in.		1104	14 in., 16 in., 18 in.		
" 10 in.		1105	Fruit Saucers		940
BOATS			Cereal "		1294
Gravy Boat, Single		1116	TEA and COFFEE SETS		
Stand for above		1118	Coffee Pot		1690½
Sauce Tureen, Fast Stand		1937	Teapot		1690
Gravy Boat " "		1938	Sugar		1691
" " " "		1939	Cream		1692
" " " "		1998	Coffee Pot		1960
BOWLS			Teapot		1961
Salad Bowl		586	Sugar		1962
" " "		1247	Cream		1963
" " "		1929	TRAYS		
COMPORTS			Cake Plate, Square		1139
Round Footed, Low		1123	" " Round		954
" " Tall		1124	" " "		957
" " "		1397	Sandwich Tray, Large		1004
Covered Dish, Oval		1111	" " Small		1005
" " Round		1112½	Celery Tray		2013
			Chop Dish, 12 in.		
			" " 14 in.		

LENOX CHINA



LENOX

FESTIVAL



Festival. Y-49

Design Patented

Decoration in hand-raised enamels



“FLORIDA”

ACCOMPANYING Columbus on his second visit to America in 1512 came Juan Ponce de Leon, a wealthy dandy of the Spanish court, in search of the Fountain of Perpetual Youth.

Arriving at a point near what is now St. Augustine, he beheld a world spread before him which surpassed his wildest expectation. The wealth of tropical foliage, the myriads of gayly colored flowers, the bright plumaged birds, presented a sight that made his aging eyes sparkle and sent the blood coursing through his veins with a new hope. But although he failed in his search for the Fountain of Perpetual Youth, he discovered a veritable earthly paradise. From that day until now the wonderful land of Florida has held a high place in the hearts of those who appreciate the beautiful. The riot of color which Nature has lavished on this, her garden spot, has perhaps nowhere in the world been equaled, certainly never surpassed.

It is perhaps especially appropriate, then, that the Lenox Pottery should endeavor to catch in permanent form some of the marvelous colorings which make this spot famous. The new pattern, appropriately named "Florida," represents the spirit of the great flower land of America. The skill of the artist and the artistry of the potter have combined to perpetuate what by discriminating buyers will be acknowledged the most beautiful product of a pottery already famous for the beauty of its output.

Articles Made in the Florida Decoration

PLATES		No.		No.
Service (flat rim)		1326	B'llon Cups & Saucers	1305
" or Dinner (flatrim)		1830	" " " (ftd.)	1620
"	Ins.		B'fast Cof. Cup & Saucer	1019
" or " "	10½		" " " " "	1304
Dinner	10		" " " " (ftd.)	2040
Entree	8		Chocolate Cup and Saucer	600
Breakfast or Salad .	7		" " " "	843
Tea or Dessert . .	6		" " " " (ftd.)	1189
Bread and Butter .	5½		Cream Soup Cup and Saucer	1934
" " " "	5		Teacups and Saucers . . .	1305
Coupe Plate	6	1709	" " " (ftd.)	1620
Rim Soup	8		" " " "	1693
" " " "	7			
" " " "	6		BAKER	
" " " "	5		Baker, 9 in.	1104
Coupe Soup	7	1641	BOATS	

CUPS AND SAUCERS

A.D. Cups and Saucers	1306	Stand for above	1118
B'llon Cups & Saucers (ftd.)	633	Sauce Tureen (fast stand) .	1937



Articles Made in the Florida Decoration (Continued)

	No.		No.
Gravy Boat (fast stand)	1938	Mayonnaise Bowl	779
" " "	1939	" "	784
" " "	1998	Plate for above	1180
		Ramekin	1221
		Plate for above	820
		Relish Dish	1096
		" "	1619
BOWLS			
Salad or Fruit Bowl	512	Salt & Pepper Shaker, Large	585
" Bowl	586	Tea Pot Stand	1385
Waste	624	Vase	355
Flower	730	" "	911
Salad or Fruit Bowl	1082		
" " " "	1122		
Waste Bowl	1128 and 1129		
Salad Bowl	1247		
Colonial Bowl, Large	1438	PITCHERS	
Salad or Fruit Bowl	1667	Hot Milk, Large	566
Flower Bowl	1793	" Medium	567
Salad	1929	" Small	568
		" Individual	964
		Milk Pitcher	1038
BREAKFAST SET (Individual)		" "	1039
No. 933. Consisting of:		" "	1040
Coffee Pot	933	" "	1041
Teapot	934	Hot Milk	1060½
Sugar	935	Milk Pitcher	1073
Cream	936	" "	1074
Teacup and Saucer	1305	" "	1075
Hot Milk Jug	964	Water	1520
Single Egg Cup	1056		
Covered Muffin, 7 in.	1125		
Cereal	1294		
Breakfast Plate, 7 in.			
Bread and Butter Plate, 5 in.			
		PLATTERS	
		10 in., 12 in., 14 in.	
		16 in., 18 in., 20 in.	
		Fruit Saucer	940

COMPORTS

Tall Footed	825	TEA and COFFEE SETS	
Boat Shape Footed, Medium	1022	Coffee Pot	521½
Round Footed, Low	1123	Teapot	522
“ “ Tall	1124	Sugar	1670
“ “	1382	Cream	1636
“ “	1383	Coffee Pot	741
“ “	1397	Teapot	742
Covered Dish, Oval	1111	Sugar	743
“ “ Round	1112½	Cream	744
Covered Muffin, 7 in.	1125	Coffee Pot	933
“ “ 8 in.	1126	Teapot	934
Combination Muffin Set	1500	Sugar	935

MISCELLANEOUS

Baked Apple Dish	784	Coffee Pot	1060
Bon Bon Covered, Large	514	Teapot	1061
" " Small	1425	Sugar	1062
Bon Bon Covered	819	Cream	1063
Butter Tub	1096	Coffee Pot	1690½
Cheese and Cracker Dish	1396	Teapot	1690
Chocolate Pot	842	Sugar	1691
" "	1367	Cream	1692
Cocktail Sauce Cup	1507	Coffee Pot	1960
Cracker or Tobacco Jar	685	Teapot	1961
Single Egg Cup, Small	1056	Sugar	1962
" " Large	1628	Cream	1963
Double Egg Cup	1121		
Jam Jar	830		
Plate for above	820		
Jam Jar	763		
" "	1064		
Plate for above	1180		
Luncheon Plate, 7 in.	1684		
Teacup for above	1620		
Luncheon Plate, 6 in.	1755		
Teacup for above	886		
		TRAYS	
		Cake Plate, Square	1139
		" " Round	954
		" " " "	957
		Sandwich Tray, Large	1004
		" " Small	1005
		Celery	1599
		Pickle Dish	1619
		Chop Dish, 12 in.	
		" " 14 in.	

TRAYS

Cake Plate, Square	1139
" " Round	954
" " " "	957
Sandwich Tray, Large	1004
" " Small	1005
Celery " "	1599
Pickle Dish	1619
Chop Dish, 12 in.	
" " 14 in.	

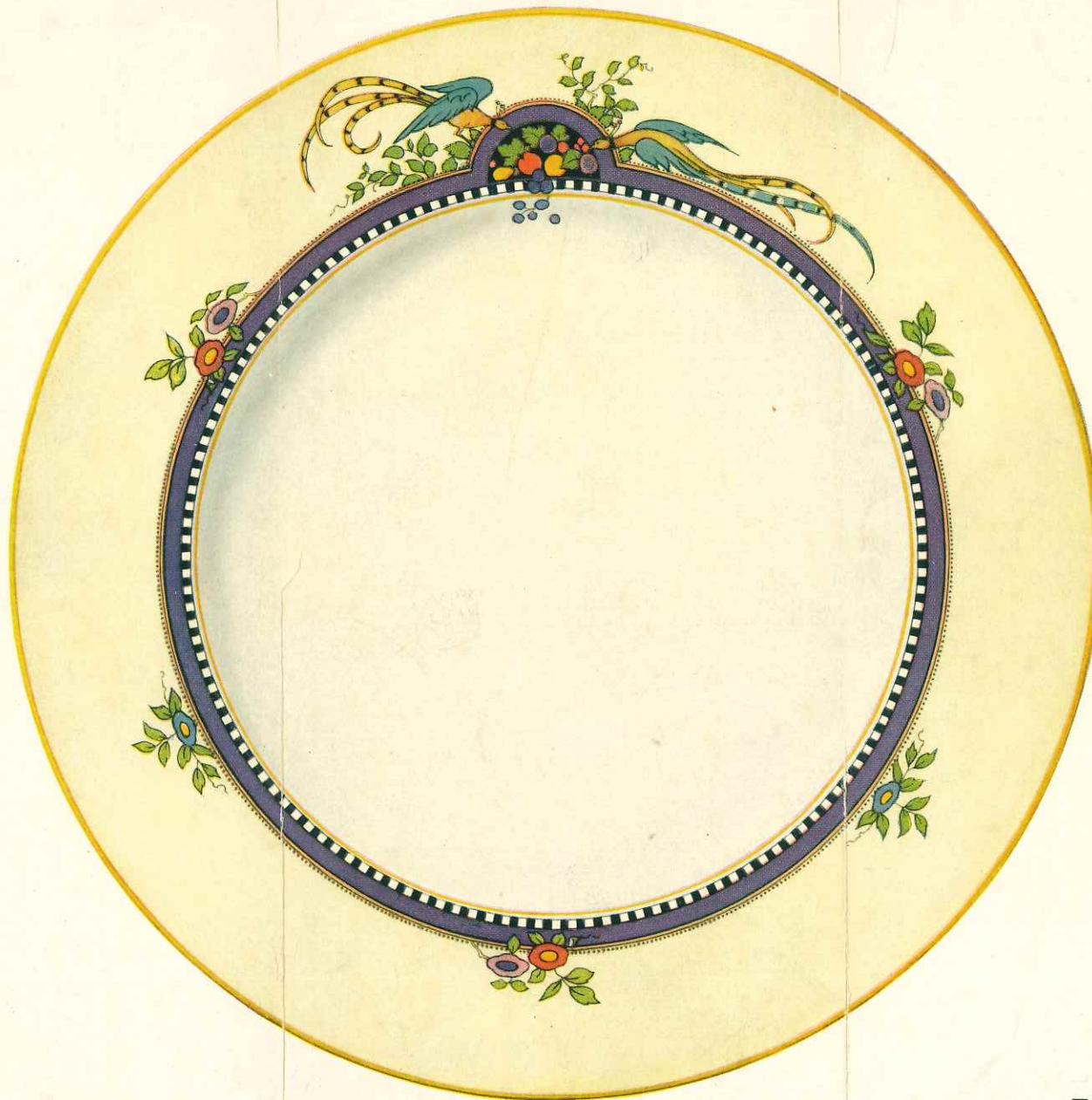
This is a complete list of articles made in the Florida decoration

LENOX CHINA



LENOX

FLORIDA



Florida. W-1
Design Copyrighted
Decoration in hand-raised enamels

"AUTUMN"

IN the cycle of the year each season numbers its enthusiastic devotees. Spring, following closely on the heels of winter, is most welcome with its wealth of lighter tints, budding leaf, and bursting blossom.

Summer fulfills the promise of spring, spreading her carpet of richest greens and full-fledged flowering.

But autumn crowns it all with the gorgeous colorings of brilliant reds, rich yellows, and deep bronze greens. Hanging boughs are heavy with their burden of ripe fruit. The hillsides are ablaze, and no one is so untuned to the beautiful as not to wish to reproduce in some adequate and lasting form the flaming beauty of the Indian Summer.

Little wonder, then, that the artists of Lenox Pottery should have evolved a pattern named Autumn.

The medallion in the design represents the harvest basket, with its treasures of gathered fruit. The decorations are lavish in yellows and reds and all the autumn tints.

Nothing could be more strikingly handsome than snowy napery set with Lenox China in the Autumn decoration.

The Autumn Decoration

Dinner Plates		1830	\$56.00 dozen
Entree "	8 in.		49.00 "
Salad "	7 in.		43.50 "
Tea or Dessert Plates	6 in.		35.50 "
Bread and Butter "	5 in.		30.50 "
Soup Plates	8 in.		49.00 "
" "	7 in.		43.50 "
" "	6 in.		35.50 "
" "	5 in.		30.50 "
Coupe Soups	7 in.	1641	43.50 "
Cereal Saucers		1294	35.50 "
Fruit "		940	30.50 "
Teacups and Saucers (Plain)		1305	56.00 dozen
" " " (Footed)		1620	61.00 "
A. D. Cups and Saucers (Plain)		1306	54.00 "
" " " (Footed)		1603	57.00 "
Breakfast Coffee Cups and Saucers (Plain)		1304	61.00 "
Breakfast Coffee Cups and Saucers (Footed)		2040	66.00 "
Bouillon Cups and Saucers (Plain)		1305	61.00 "
" " " (Footed)		1620	66.00 "
Cream Soup Cups and Saucers		1934	84.50 "
Platter	10 in.		9.40 each
"	12 in.		10.80 "
"	14 in.		13.80 "
"	16 in.		16.50 "
Chop Dish (Round)	12 in.		10.80 "
" " "	14 in.		13.80 "
Oval Covered Dish		1111	23.20 each
Round " "		1112	22.00 "
Baker	9 in.	1104	8.10 "
"	10 in.	1105	8.60 "
Gravy Boat with Stand Attached		1938	15.55 "
Sauce Tureen with Stand Attached		1937	22.45 "
Coffee Pot (Plain)		521½	9.80 each
Teapot "		522	11.30 "
Sugar "		1670	8.70 "
Cream "		1636	5.70 "
Coffee Pot (Footed)		741	14.40 "
Teapot "		742	14.40 "
Sugar "		743	10.30 "
Cream "		744	6.70 "
Cake Plate (Round)		954	9.30 each
" " (Square)		1139	8.80 "
Salad or Berry Bowl (Handled)		586	10.90 "
Covered Muffin	8 in.	1126	10.90 "
Covered Jug (Medium)		567	8.20 "
Pitcher "		1039	10.40 "
Double Egg Cups		1121	34.40 dozen
Ramekins		1221	51.40 dozen
Plates for above		820	

LENOX CHINA



LENOX

AUTUMN



Autumn. S-I
Design Copyrighted
Decoration in hand-raised enamels